



GAIL FARBER, Director

# COUNTY OF LOS ANGELES

## DEPARTMENT OF PUBLIC WORKS

*"To Enrich Lives Through Effective and Caring Service"*

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IN REPLY PLEASE

REFER TO FILE:

**A-0**

### PUBLIC WORKS WOMEN'S LEADERSHIP LEGACY CONFERENCE

### *THE JOURNEY*

The County of Los Angeles Department of Public Works Women's Leadership Council will host its third annual Women's Leadership Legacy Conference on October 18, 2012, at the beautiful Pasadena Convention Center.

With a theme of "The Journey," the conference is expected to attract more than 600 professionals representing both the County of Los Angeles and surrounding cities.

The conference continues to grow in popularity and therefore provides a unique marketing opportunity for you and your company, enabling you to reach hundreds of professionals and household decision makers.

With this opportunity in mind, we invite you to join us for this exciting and innovative event as a conference sponsor. A variety of conference sponsorship packages have been created and can be reviewed in the enclosed materials.

You may easily reserve one of the limited sponsorship opportunities by contacting Rossana D'Antonio at (626) 458-4972, [rdanton@dpw.lacounty.gov](mailto:rdanton@dpw.lacounty.gov) or Christie Smith at (626) 458-4016, [csmith@dpw.lacounty.gov](mailto:csmith@dpw.lacounty.gov). We can also answer any additional questions about the conference.

Thank you for your time, and we look forward to seeing you as a sponsor at the Leadership Legacy Conference!

Enc.

## SPONSORSHIP OPPORTUNITIES

	BRONZE (\$500)	SILVER (\$1000)	GOLD (\$2000)	PLATINUM (\$2500)	DIAMOND (\$3000 +)
Your company logo on all marketing materials	✓	✓	✓	✓	✓
Exhibit booth (includes 1 complimentary lunch), plus one Conference Ambassador to assist for the duration of Conference	✓	✓	✓	✓	✓
Recognition announcement of your company at event		✓	✓	✓	✓
Your company's marketing materials (brochures, product sampling, giveaways) inserted inside all goody bags		✓	✓	✓	✓
Opportunity to introduce a conference speaker			✓	✓	✓
Your company identified on all online marketing materials			✓	✓	✓
Your company will be mentioned on media releases			✓	✓	✓
Link to your website				✓	✓
2 conference tickets			✓		
4 conference tickets				✓	
Prominent luncheon table (includes 8 complimentary lunches)					✓
Prominent display of your company logo at event					✓
Full-page ad in the event program					✓
Speaking opportunity to promote your company to audience					✓

### OTHER SPONSORSHIP OPPORTUNITIES: (DUE SEPTEMBER 6, 2012)

- Donate 600 items for the goody bags
- Door prize donation (e.g., gift baskets, electronic items, gift cards)

*Distribution of marketing materials should align with the goals for the Leadership Legacy Conference and be in the best interest of the County of Los Angeles.*